

RESEARCH COMMUNICATION - LINKEDIN

Charlotte Raepsaet



Who

Who is your audience?



What

Key message



Interaction

Hashtags, communicate, share



Audience

Get them on board

Audience

Get them on board



Audience

Get them on board

Interested
in science



Experts



YOUR RESEARCH



Audience

Get them on board

GENERAL
Society



Interested
in science



Experts



YOUR RESEARCH





What

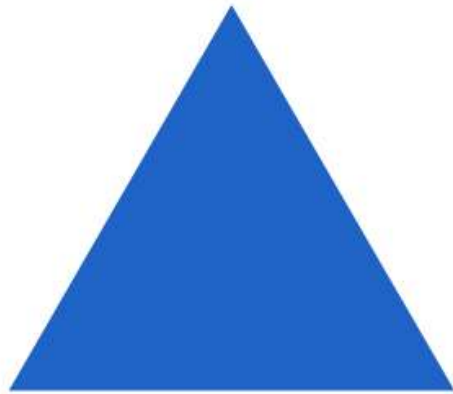
1. GOAL

2. Key message

One sentence. Jargon adjusted.

Researchers

Details



Key message

The rest of the world

Key message



Details

Just Enough Relevant Information

Twitter

- **Short** messages and news hot off the press
- Tap into what's **trending/important** via hashtags #
- Many **journalists, researchers and politicians** follow Twitter closely



LinkedIn



- Manage your professional identity
- Build and engage with your professional network
- Access knowledge, insights and opportunities
- Strategically message your research to a wide audience
- Get in touch with new collaboration partners or funding



Faculteit Geneeskunde en Gezondheidswetenschappen UGent



Toekomstgericht onderwijs, innovatief onderzoek en maatschappelijke dienstverlening in geneeskunde en gezondheid.

Higher Education - Gent · 81 followers · 1 employee



Anika & 2 other connections follow this page

✓ Following

Visit website ↗

More

Home About Posts Jobs People

About

Als kloppend hart van de UGent willen we de gezondheid én het welzijn voor elk individu en de samenleving behouden, verzorgen en bevorderen. We staan voor excellent onderwijs, innovatief onderzoek en een uitgebreide dienstverlening dankzij: - Onze branie: we durven denken & dro ... see more

Show all details →

Recent posts





Vakgroep Inwendige ziekten en Pediatrie UGent



Solidair, innovatief, bepalend.

Medical Practices · Gent · 263 followers · 4 employees



Mirko & 7 other connections follow this page

✓ Following

More

Home

About

Posts

Jobs

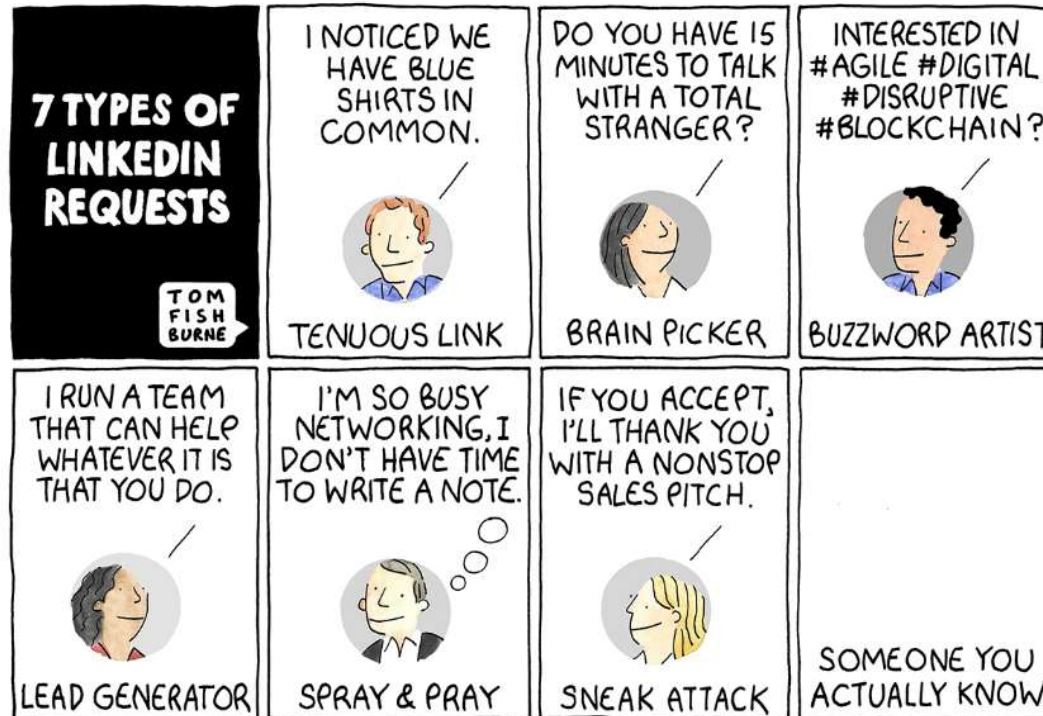
People

About

In onze vakgroep streven we naar innovatieve, evidence-based en patiëntgerichte zorg over de hele levensloop heen. We richten ons op hoogwaardig bench-to-bed-onderzoek en onderwijs in multidisciplinaire teams die onze expertise op het gebied van de inwendige organen binnen de ... see more

Show all details →

LinkedIn tips



© marketoonist.com

LinkedIn tips

Profile

LinkedIn tips

The screenshot shows a LinkedIn profile for Charlotte Raepsaet. Red arrows highlight several key features:

- Top Right:** An arrow points to the 'Try Premium for free' button in the navigation bar.
- Profile Header:** An arrow points to the 'Edit public profile & URL' button.
- Profile Summary:** An arrow points to the name 'Charlotte Raepsaet'.
- Skills Section:** An arrow points to the 'Take a skill quiz' section, specifically to the 'Stand out in recruiter searches' badge.
- Right Sidebar:** An arrow points to the 'Add profile in another language' button.

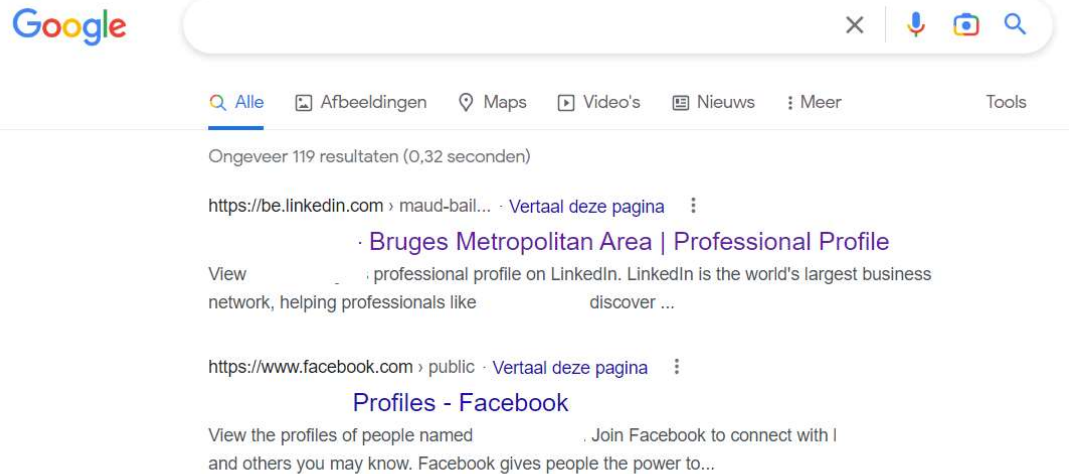
The profile details include:

- Name:** Charlotte Raepsaet
- Current Position:** Researcher PHD Student at Ghent University, UCVV, SKINT-Team
- Skills:** Talks about #iad, #skincare, #woundcare, #chronicwounds, and #pressureulcers
- Location:** Ghent Metropolitan Area
- Followers/Connections:** 270 followers · 206 connections
- Buttons:** Open to, Add profile section, More

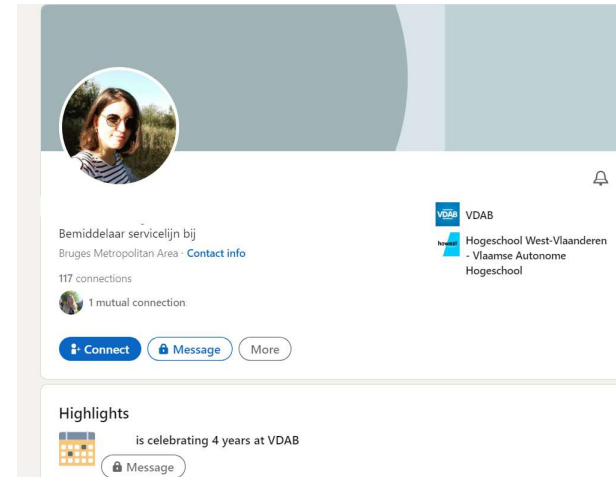
The right sidebar contains:

- Jobs:** Millions of jobs. Find the one meant for you. Search jobs
- People also viewed:** Ann Van Hecke, Hannelore Hofman, Chiara Vanhove, Julie Deprez

1. Better basic than nothing



Google search results for a LinkedIn profile. The search bar shows the Google logo and search icons. Below the search bar, there are navigation options: Alle, Afbeeldingen, Maps, Video's, Nieuws, Meer, and Tools. The search results show approximately 119 results in 0.32 seconds. The first result is a LinkedIn profile for 'maud-bail...' with the headline 'Bruges Metropolitan Area | Professional Profile'. The snippet below the headline reads: 'View ... professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like ... discover ...'. The second result is from Facebook, titled 'Profiles - Facebook', with a snippet: 'View the profiles of people named ... Join Facebook to connect with I and others you may know. Facebook gives people the power to...'

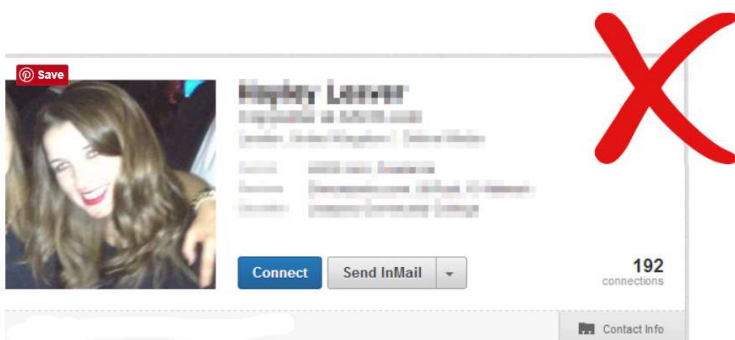


LinkedIn profile for 'Bemiddelaar servicelijn bij Bruges Metropolitan Area'. The profile includes a profile picture of a woman, a notification bell, and a banner for 'VDAB Hogeschool West-Vlaanderen - Vlaamse Autonome Hogeschool'. The bio states 'Bemiddelaar servicelijn bij Bruges Metropolitan Area - Contact info'. It shows '117 connections' and '1 mutual connection'. There are buttons for 'Connect', 'Message', and 'More'. A 'Highlights' section shows a calendar icon and the text 'is celebrating 4 years at VDAB' with a 'Message' button.

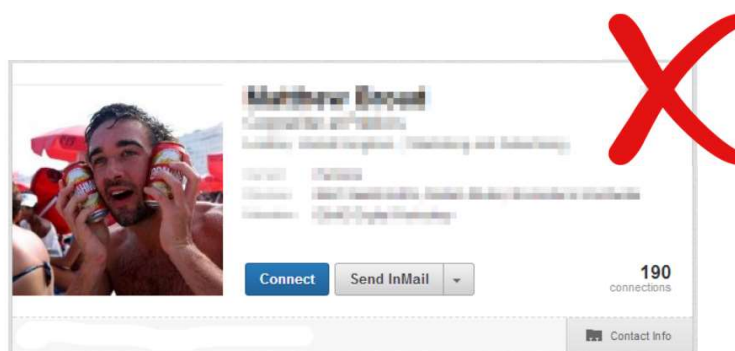
Name, headline, picture and bio = EYECATHERS



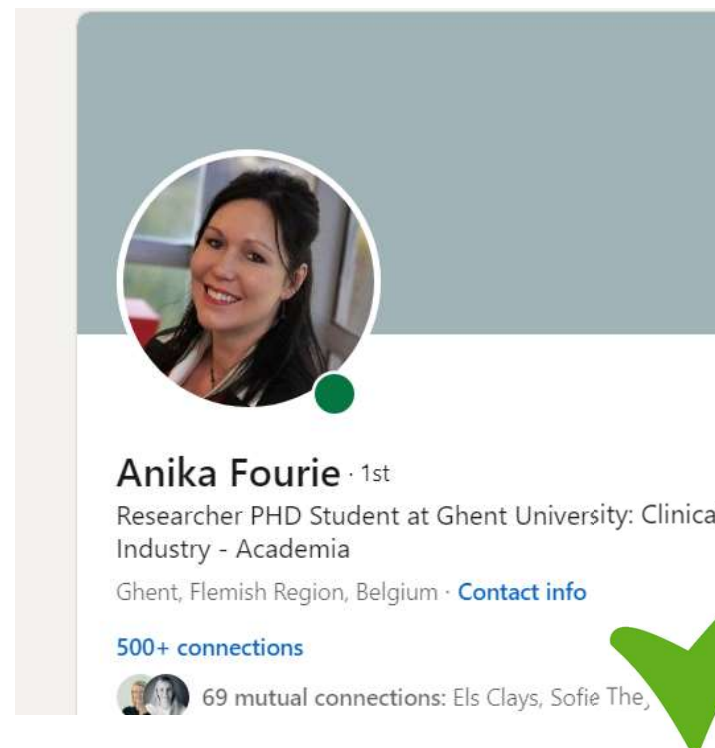
2. Name and picture



A screenshot of a LinkedIn profile for "Nigley Lauer". The profile picture is a woman with long brown hair. The name "Nigley Lauer" is displayed in bold. Below the name, there is a "Save" button and a "Connect" button. To the right, it shows "192 connections". A large red "X" is drawn over the profile information.

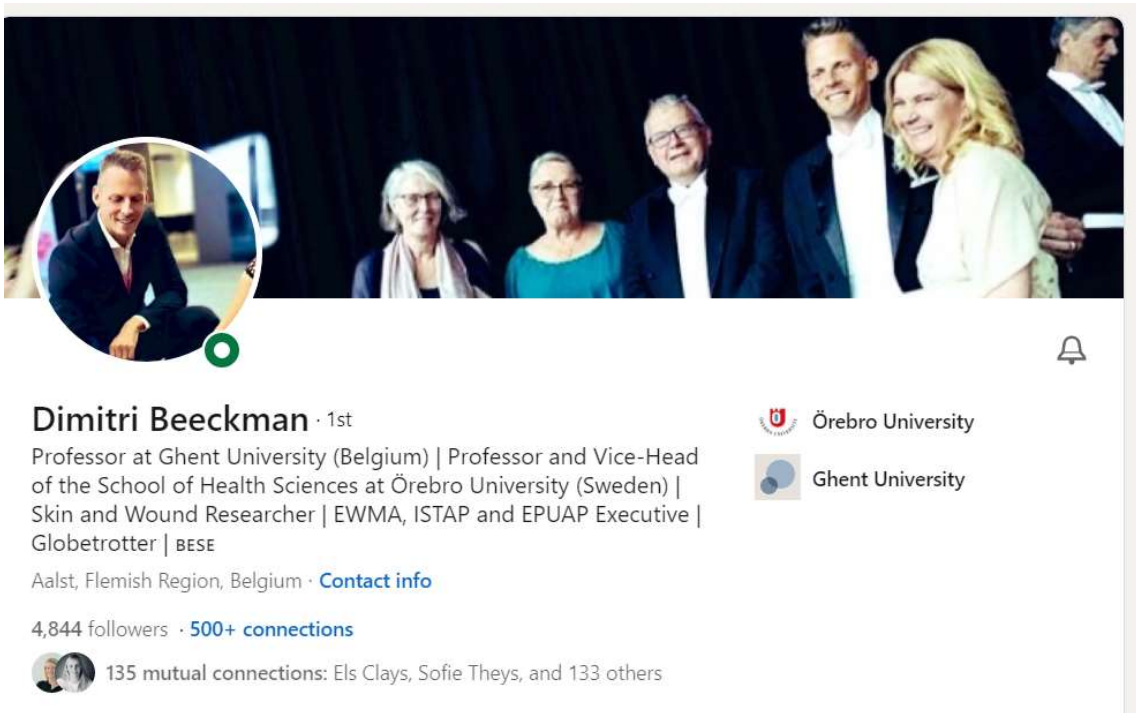


A screenshot of a LinkedIn profile for "Matthew Brown". The profile picture is a man with a beard. The name "Matthew Brown" is displayed in bold. Below the name, there is a "Connect" button and a "Send InMail" button. To the right, it shows "190 connections". A large red "X" is drawn over the profile information.



A screenshot of a LinkedIn profile for "Anika Fourie". The profile picture is a woman with dark hair. The name "Anika Fourie" is displayed in bold, followed by "· 1st". Below the name, it says "Researcher PHD Student at Ghent University: Clinical Industry - Academia". The location is "Ghent, Flemish Region, Belgium" with a "Contact info" link. It shows "500+ connections" and "69 mutual connections: Els Clays, Sofie The, ...". A large green checkmark is drawn over the profile information.

3. Headline



The image shows a LinkedIn profile for Dimitri Beeckman. At the top is a large photo of a group of people, with a circular profile picture of Dimitri Beeckman overlaid on the left. Below the photos is the name 'Dimitri Beeckman' followed by '· 1st'. The bio reads: 'Professor at Ghent University (Belgium) | Professor and Vice-Head of the School of Health Sciences at Örebro University (Sweden) | Skin and Wound Researcher | EWMA, ISTAP and EPUAP Executive | Globetrotter | BESE'. To the right of the bio are logos for Örebro University and Ghent University. Below the bio, it says 'Aalst, Flemish Region, Belgium · [Contact info](#)'. Further down, it shows '4,844 followers · 500+ connections' and '135 mutual connections: Els Clays, Sofie Theys, and 133 others'.

Function and organisation
Expertise

...

Clear and specific

No inspiration ?

Try [headline generator](#)

4. Bio = elevator pitch

- What Makes You Unique?
 - Expertise and (work)experience
 - Talents
 - Ambitions
 - Successes
- First person point of view
Avoid jargon
- First sentences!
Readable
- End = call to action

4. Bio = elevator pitch

About

I love to dig into customer problems and solve them with modern technology. I create, scale and optimize business portfolios that matter. To accomplish this, I focus on delivering key outcomes, building amazing teams and quickly adapting to new learnings.

I have enjoyed many executive positions throughout my career in product management, product marketing, technical sales, engineering, and strategy. My personal and professional experiences have taught me the following about myself:

I can successfully scale up software businesses from \$5M to \$1B in revenue.

- I put the customer at the center of all that I do.
- I excel at the execution of big ideas with given constraints
- My gut instinct is good but I seek data for my decisions

About

I love selling brands. I hate selling myself. So here's six quick things about me and my work. In, out, nobody gets hurt.

1.) I've created campaigns for more iconic brands than you can shake an iPhone at. My longtime creative partner, Jag Prabhu, and I have produced work for Unilever. Verizon Wireless. Johnson & Johnson. AT&T. Pfizer. Nestle. Bristol-Myers Squibb, IBM, GlaxoSmithKline. US Airways... And we've gotten to schmooze with the leaders of these fine companies. Quite a rush.

2.) I'm a digital junkie with 23,000 Twitter followers. I love every freakin' thing about the web.

3.) I got my job in advertising in an unusual way. I won a national writing contest called "Write If You Want Work", the brainchild of mega best-selling author James Patterson (Along Came A Spider, Kiss The Girls) then chairman of J. Walter Thompson. My prize? A job as a writer at the agency.

4.) Several years ago, right out of the blue, my funny, active, young(ish) husband was diagnosed with cancer. I mention it here because ever since, I like working on pharmaceutical ads. Some creatives shun them, but not me. It's powerful to connect with people over the things that make us human, vulnerable, imperfect.

5.) This is how I sum up my job. I help people fall in love with brands. Help agencies win new business. Build trust with clients to help their brands skyrocket. Period. Exclamation point.

6.) I don't like to advertise this fact, but I'd do this job for free. It's my passion. Also, aside from advertising, I'm completely unemployable.

5. Complete your profile

Experience

Skills

Publications

Courses

Demonstrate skills



270 followers · 206 connections

Open to

Add profile section

More



LinkedIn tips

Network

1. Connections



- 1st-degree
- 2nd-degree
- 3rd-degree

Quality > Quantity !

1. Connections

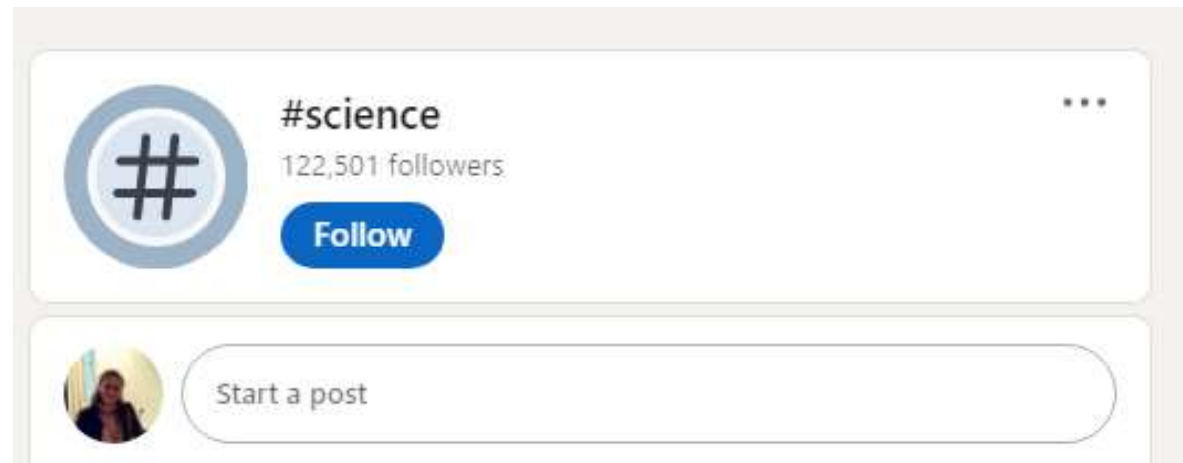
- Invitations
- Inmail messages
- Follow

2. Find and follow



The screenshot shows the LinkedIn search interface for the term "science". The search bar at the top left contains the text "science" and is circled in red. Below the search bar, a horizontal menu of filter tabs is visible, with the "Services" tab circled in red. The main content area is divided into two columns. The left column, titled "People", lists three profiles: Laurence Claes (Life Science Consultant), Jonas Tavernier (Life science consultant), and Emma Vyvey (Master of Science in de Verpleegkunde en de Vroedk...). Each profile includes a "Connect" button. The right column features an advertisement for Eursc, with the text "Charlotte, explore relevant opportunities with Eursc" and a "Follow" button. On the far right, a "Filter only" sidebar is open, showing various filters such as "Connections" (1st, 2nd, 3rd+), "Connections of", "Followers of", "Locations" (Belgium, United States, Ghent Metropolitan Area, Flemish Region, Brussels Metropolitan Area), and "Current company" (Ghent University, European Commission, KU Leuven, Google). At the bottom right of the sidebar, there are "Reset" and "Show results" buttons.

2. Find and follow

- Follow #




3. Interact!

 **Lander Van Tricht** • 3rd+
FWO PhD fellow @VUB, klimaatonderzoeker, meteoroloog
2h •  [+ Follow](#)




Mijn onderzoek over gletsjers in Centraal-Azië wordt uitgelicht in een blog op [Wetenschap.nu](#). De bevindingen tonen aan dat water schaars wordt in de toekomst, omdat [#gletsjers](#) aan een ongezien tempo terugtrekken. [Fo](#) ...see more





[See translation](#)



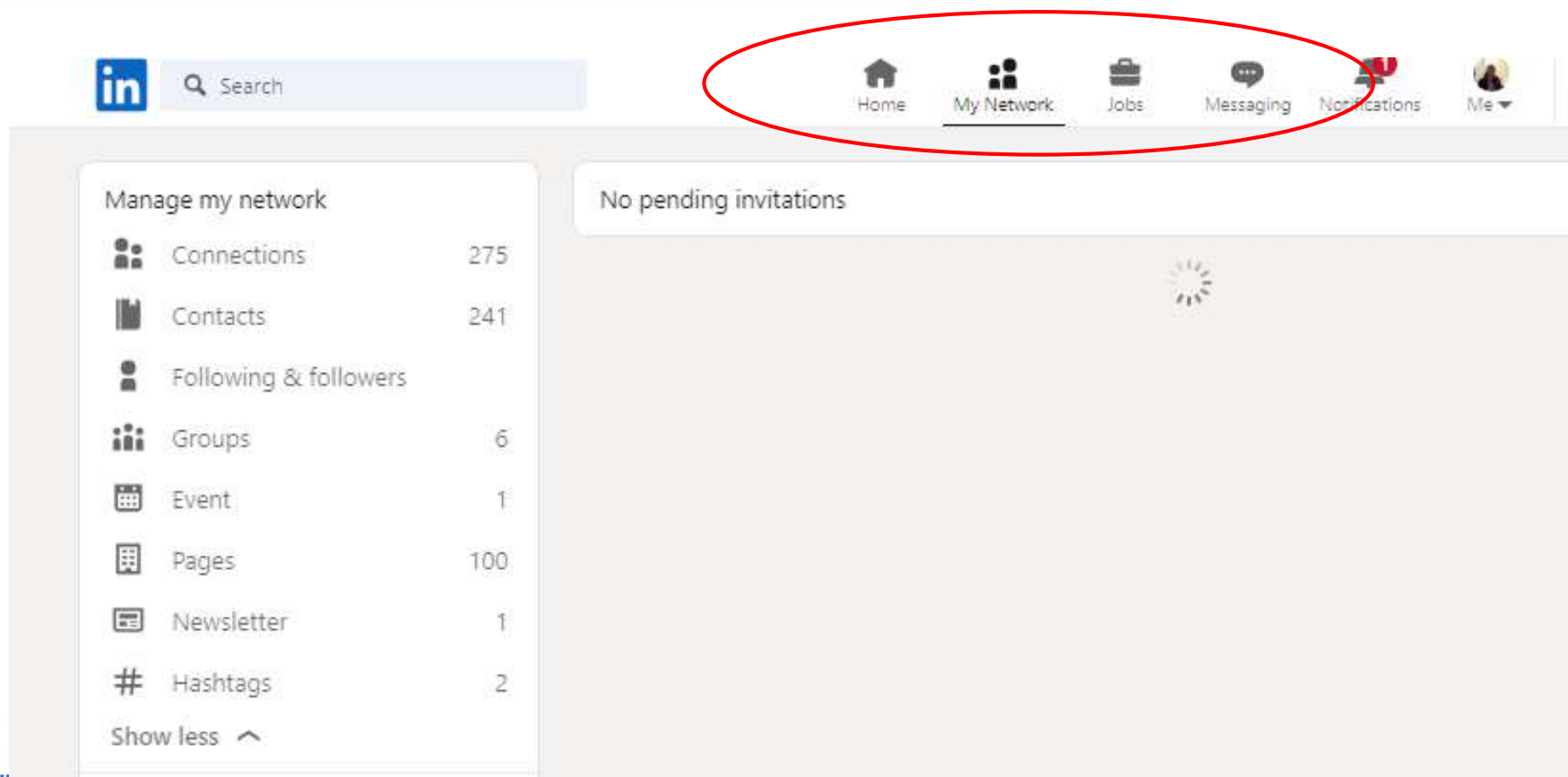
Smeltende gletsjers in Centraal-Azië: een toekomst waarin water schaars is | [Wetenschap.nu](#)

wetenschap.nu • 7 min read

   4 [Comment](#)

 Like  Comment  Repost  Send

3. Interact!



LinkedIn tips

Posts

1. Create your message

The image shows a screenshot of a LinkedIn profile page for Charlotte Raepsaet. The navigation bar at the top includes Home, My Network, Jobs, Messaging, Notifications, Me, and Work. The profile header shows the name 'Charlotte Raepsaet' and her title 'Researcher PHD Student at Ghent University, UCVV, SKINT-Team'. The main content area features a 'Start a post' button, which is circled in red, and options for 'Photo', 'Video', 'Audio event', and 'Write article'. Below this, a post from EuroQol is visible, congratulating authors of a value set for Belgium. The right sidebar contains 'Add to your feed' recommendations for Wounds UK, Nursing Vlaanderen, and Association for the Advancement of Wound Care, each with a '+ Follow' button. The bottom right corner shows a 'Promoted' section for LinkedIn Learning.

1. Create your message



1. Create your message

Start your own newsletter

Share what you know and invite your followers to join the discussion regularly with notifications and emails after each new edition.

[Try it out](#)



Publishing menu ▾

Normal ▾

B *I* U

☰ ☰

– 🔊 🔗

Create a newsletter

Publish

Headline



No cover image uploaded

Consider adding a cover image that complements your article to attract more readers.
We recommend uploading an image with a pixel size of 1280 x 720.

📄 Write here. You can also include @mentions or #hashtags.

1. Create your message

- Key message or hook



 **Kom op tegen Kanker**
6,739 followers
3h • 🌐

Wist je dat sommige kankerbehandelingen onderhuids worden ingespoten?
Sinds 1 juli kan dat bij de patiënt thuis gebeuren, mede dankzij onderzoeks- en lobbywerk van Kom op tegen Kanker. 🙌

[...see more](#)

[See translation](#)

VERHAAL



 **Kom op tegen Kanker**
6,739 followers
3h • 🌐

Wist je dat sommige kankerbehandelingen onderhuids worden ingespoten?
Sinds 1 juli kan dat bij de patiënt thuis gebeuren, mede dankzij onderzoeks- en lobbywerk van Kom op tegen Kanker. 🙌

Tamara Kemp deelt haar ervaringen over het proefproject Onco@home:
<https://lnkd.in/etkBA5U>

#komoptegenkanker

[See translation](#)

VERHAAL

1. Create your message

- Key message or hook

Mike Schäfer • Following
Professor of Science Communication bei University of Z...
2d • 🌐

We are happy to invite fellow #scicomm researchers to the Annual Conference of the #ScienceCommunication Division of the DGPuK German Communication Science Association (DGPUK) to beautiful Zurich!

[...see more](#)

Call for Papers:
SCIENCE COMMUNICATION IN THE AGE OF ARTIFICIAL INTELLIGENCE
Annual Conference of the "Science Communication"
Division of the German Communication Association (DGPUK)
June 6 & 7, 2024 - University of Zurich
Website: <https://lnkd.in/g/erw3XRep>

Conference Topic:
When ChatGPT went public in November 2022, it disrupted the communication ecosystem. The cracked, which poses a digital, increase the responses on user group-based or extensive training data and human feedback, reaching a million users within a week and 950 million users by January 2023 – arguably one of the fastest spreads of any technology in history.
ChatGPT is only one example for the broader development of "generative AI" that pushes research, design, and training skills and, by now, includes text (like DeepL), images (like DALL-E, Midjourney)

Mike Schäfer • Following
Professor of Science Communication bei University of Z...
2d • 🌐

We are happy to invite fellow #scicomm researchers to the Annual Conference of the #ScienceCommunication Division of the DGPuK German Communication Science Association (DGPUK) to beautiful Zurich!

The conference will focus on "Science Communication in the Age of Artificial Intelligence". It will be held on June 6 & 7, 2024 at UZH Department of Communication and Media Research (IKMZ).

Conference website und CFP: <https://lnkd.in/g/erw3XRep>

Organizers: Daniela Mahl Dr. Sophia Charlotte Volk Sabrina Kessler & me

Pls apply & distribute!


#aiscicomm24 #research #artificialintelligence #AI #wisskomm #wissenschaftskommunikation

Call for Papers:
SCIENCE COMMUNICATION IN THE AGE OF ARTIFICIAL INTELLIGENCE
Annual Conference of the "Science Communication"
Division of the German Communication Association (DGPUK)
June 6 & 7, 2024 - University of Zurich
Website: <https://lnkd.in/g/erw3XRep>

2. Use visuals

Sciensano
13,481 followers
4h • 🌐

Sciensano organises on Thursday 23 November their first study day titled 'Health Information and Policy: How can health data and local data interact successfully?'. The event is coordinated by our Health Information service. This study c...see more



Study day health information and policy: How can health data and local policy interact successfully?
sciensano.be • 2 min read

7

Like Comment Repost Send

Anika Fourie • 1st
Researcher PHD Student at Ghent University: Clinical practice -...
2mo • 🌐

? What are clinicians' learning needs pertaining to #prone position and #skin damage prevention? See our latest qualitative research answering this question, <https://lnkd.in/enyWQ6Vi...> ...see more

Nurse Education Today 228 (2022) 105844

Contents lists available at ScienceDirect

Nurse Education Today

Journal homepage: www.elsevier.com/locate/nes

Research article

Exploring the learning needs of clinicians in Belgium and Sweden regarding prone positioning and skin damage prevention: A qualitative study

Anika Fourie^{a,*,1}, Malin Karlberg-Traav^{b,2}, Karuna Dahlberg^{b,3}, Valerie Hanssens^c, Steven Smet^{a,d}, Maria Jaansson^{a,d}, Dimitri Beeckman^{a,b,3}

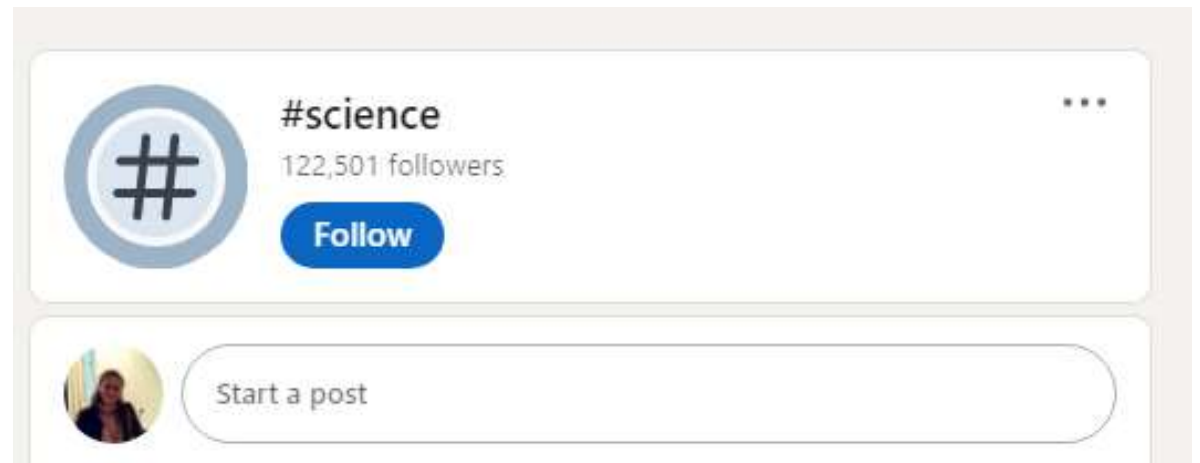
^a Skin Integrity Research Group (SKIRG), University Centre for Nursing and Midwifery (UCNM), Department of Public Health and Primary Care, Ghent University, Ghent, Belgium
^b Swedish Centre for Skin and Wound Research (SGSWR), School of Health Sciences, Örebro University, Örebro, Sweden
^c Wound Care Centre, Ghent University Hospital, Belgium
^d Wound Care Centre, Ghent University Hospital, Belgium

You and 89 others
10 comments • 17 reposts

Celebrate Comment Repost Send

3. Tags and

- In your posts = use it smart



4. You shall not use long URLs



https://www.gamez.de/guide/ps5/samsung-980-pro-m-2-ssd-ladezeiten-test?utm_source=twitter%20owned&utm_medium=social-tweet%20photo&utm_term=20221123-rw-pagepost-photo-gamez1123-special---&utm_campaign=social_awareness_nsp_na_photo-gamez1123-23

- [URL Shortener](#)
- [Link in picture tool](#)



MediaMarkt Deutschland  @mediamarkt_de · Nov 23

🔒 Official

Die [#Samsung](#) 980 PRO NVMe™ M.2 SSD ist die optimale [#Speichererweiterung](#) für die [#PS5](#)! Wir informieren dich über die Vorzüge der [#SSD](#), helfen beim Einbau & zeigen im Ladezeiten-Test, mit welcher Geschwindigkeit du Spiele laden & kopieren kannst  spr.ly/6009MNaVF [#Gamez](#)

5. Don't be Trumpesque



Donald J. Trump ✓
@realDonaldTrump

Follow



To Iranian President Rouhani: NEVER, EVER THREATEN THE UNITED STATES AGAIN OR YOU WILL SUFFER CONSEQUENCES THE LIKES OF WHICH FEW THROUGHOUT HISTORY HAVE EVER SUFFERED BEFORE. WE ARE NO LONGER A COUNTRY THAT WILL STAND FOR YOUR DEMENTED WORDS OF VIOLENCE & DEATH. BE CAUTIOUS!



5. Don't be Trumpesque

You can use bold and Italic → <https://yaytext.com/bold-italic/>



Charlotte Raepsaet ▼

Post to Anyone



societal outreach - *societal outreach*



6. Do not ignore



SciMingo
2,344 followers
1mo • 🌐

Have you ever wondered how pills are made? 🧪 😊 A powder flows through a production line, falls into a hole, and gets compressed into a pill. Easy, right?
...see more



It can be a paracetamol when you are suffering from a headache,

From powder to pills 🧪

Hannelore Hofman • 1st
Researcher PhD student and Teaching Assistant at Ghent University...
1mo • 🌐

📍 It was an honour to attend the European Academy of Nursing Science Summer School 2023 at [Lovisenberg diakonale høgskole](#) in Oslo for the past two weeks no.

🙏 I'm grateful for the insightful courses and connections made with my fellow first year EANS Summer School students. Together, we represented 18 countries from all over Europe.

👏 A big thank thank you to the organizers, sponsors and teachers of the EANS Summer School and to my fellow Summer School students for the interesting discussions.

🗨️ Looking forward to be a second year EANS student in Torino, Italy in.

#EANSOslo2023

7. Structure





verdere vraag welke concepten zijn met wat...

 **Liesbet Van Bulck** @BulckLiesbet · Oct 6, 2021

What is illness #identity?

It is the degree to which a disease is integrated into one's #identity.

The concept comprises **4** dimensions:

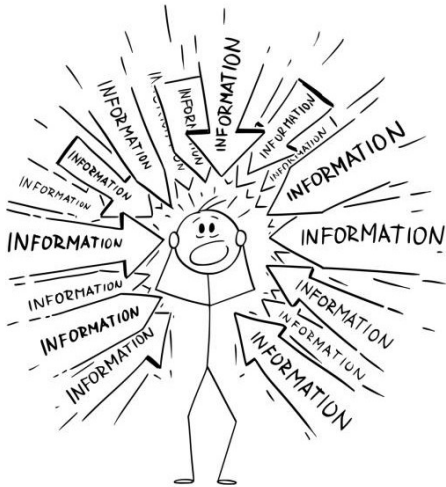
-  engulfment
-  rejection
-  acceptance
-  enrichment

 doi.org/10.1177/147451...

Some last tips/tricks

1. Quality > Quantity
2. Bookmarks
3. Groups
4. Jobs
5. Settings and privacy

1. Quality > Quantity



2 Life savers

➔ Save draft

➔ Schedule

1. Quality > Quantity

→ Save draft

→ Schedule

1. Quality > Quantity

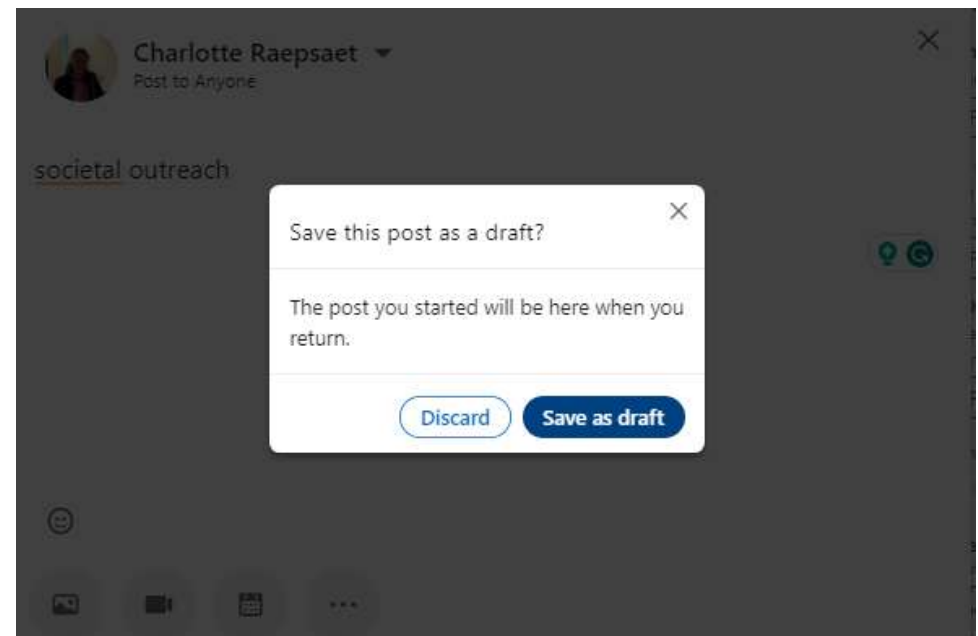
→ Save draft

 **Charlotte Raepsaet**
Post to Anyone

societal outreach

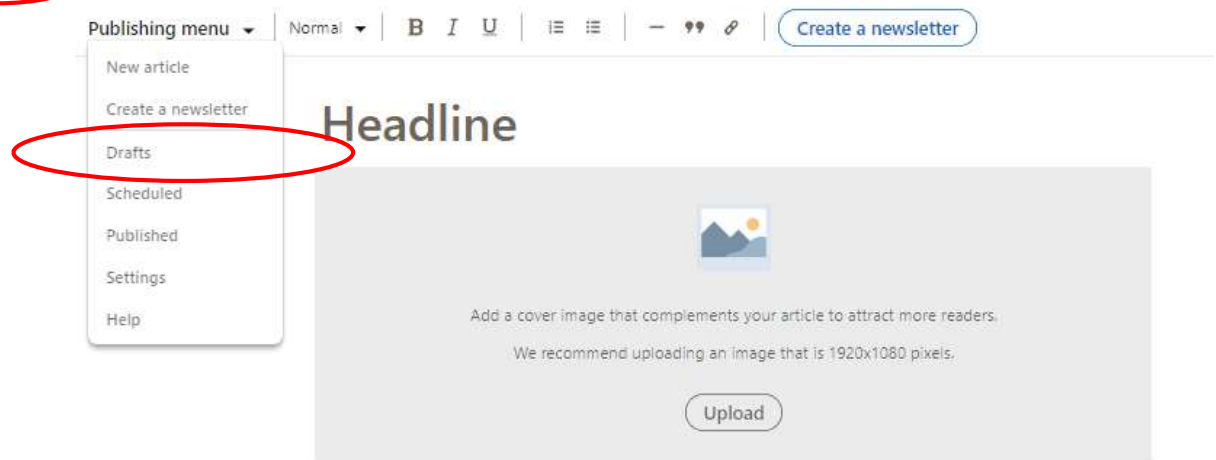
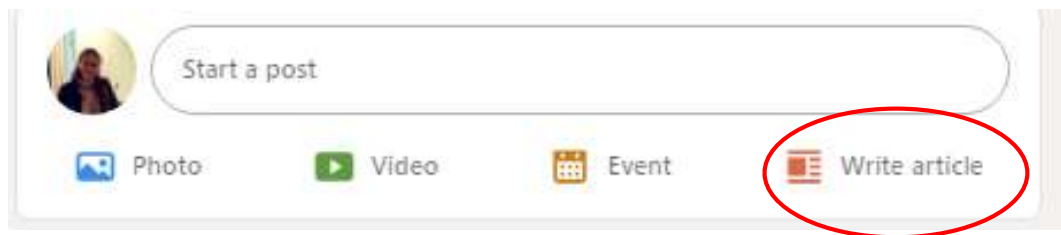


 **Post**



1. Quality > Quantity

→ Save draft



1. Quality > Quantity

→ Schedule

 **Charlotte Raepaet** ▾
Post to Anyone

What do you want to talk about?



Schedule for later



Post

Schedule post



do 17 aug 15:30 Midden-Europese zomertijd, based on your location

Date

8/17/2023

Time

03:30 PM



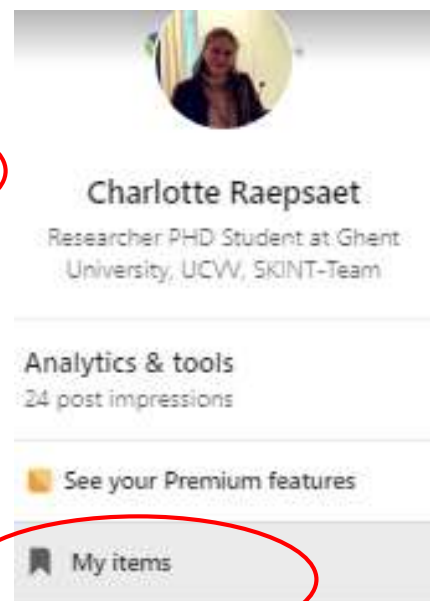
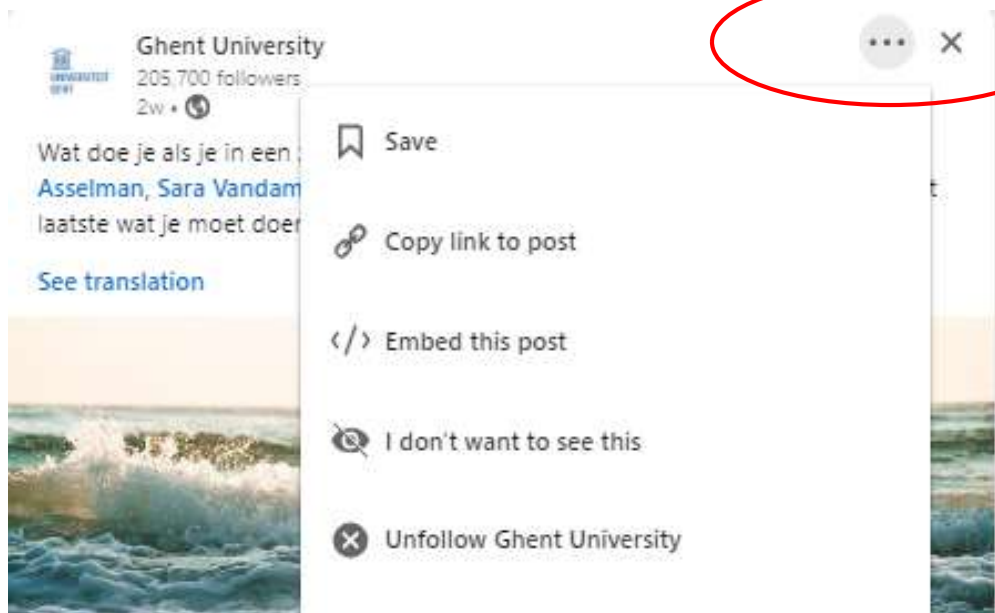
[View all scheduled posts →](#)

Back

Next

2. Bookmarks

Save now, read later



2. Bookmarks

My items

- My jobs 4
- Saved posts and articles** 10+

Saved Posts

All Articles

Amit Gefen • 2nd
Professor of Biomedical Engineering at Tel Aviv University
Reposted from DHG • 1d • 🌐

Really looking forward to presenting our work at the EPUAP 2023 Conference in Leeds UK on the biomechanical efficacy of this hybrid support surface in protecting from sacral...see more

Georgina Gethin • 1st
Professor of Nursing
3w • 🌐

We need to do better. Patients are accepting of wound odour as part of the wound process, surely in 2023 we can offer more. There is a critical need for research in this area to develop and validate new interventions to impr...see more

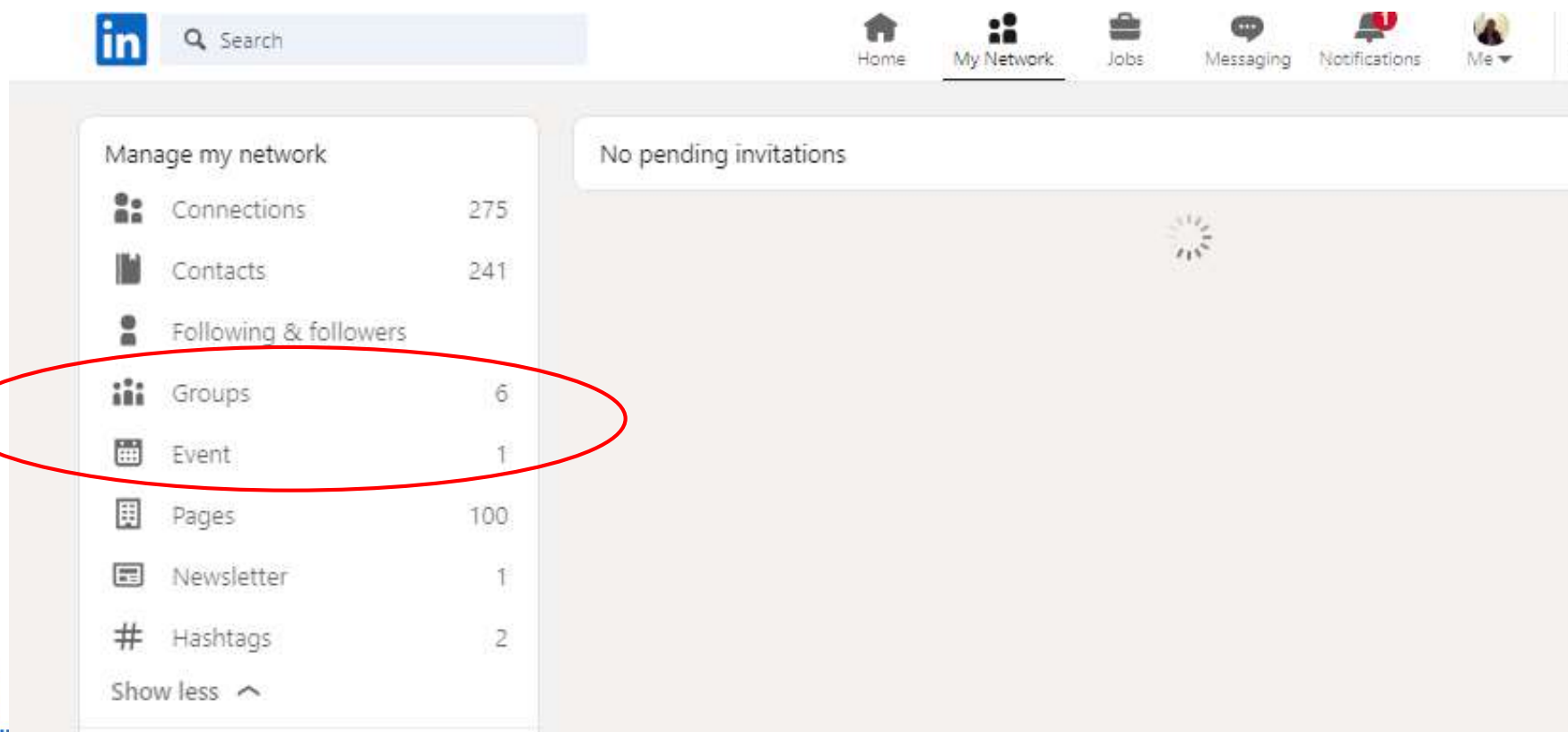
Resigning oneself to a life of wound-related odour – A thematic analysis of patient experiences
sciencedirect.com • 1 min read

3. Groups

The screenshot shows the LinkedIn search interface for the term 'woundcare'. At the top, there is a search bar with the text 'woundcare' and navigation icons for Home, My Network, Jobs, and Messaging. Below the search bar, there are tabs for 'Groups' and 'All filters'. The search results section shows '6 results' and a suggestion: 'Did you mean wound care?'. The results list six groups, each with a profile picture, name, member count, description, and a 'Join' button.

Group Name	Members	Description
Woundcare CCNPWT	11 members	Triage Meditech Pvt. Ltd. is dedicated to support the mission "healthcare for all". Our mission is to improve healthcare by utilizing technological advancement and developing best-in-class products. The company's continu...
911 Woundcare	5 members	911 Woundcare is a product that focuses on healing all wounds.
WoundCare Africa	4 members	A group dedicated to the development of skills, technology, supply chains and frontline-care strategies for the successful delivery of advanced wound care to Africans.
Woundcare nurses,UAE	1 member	Discuss new updates in Woundcare sharing information's about any Woundcare opportunities, mutually helping group members to clear doubts🤔👍
Woundcare Consultant Society	1 member	heeft als doel om de kennis van professionals in de zorg te vergroten
Medical Sales jobs in the UK	19 members	Kirkham Young is a highly specialist medical and laboratory sales recruitment agency dedicated to the commercial

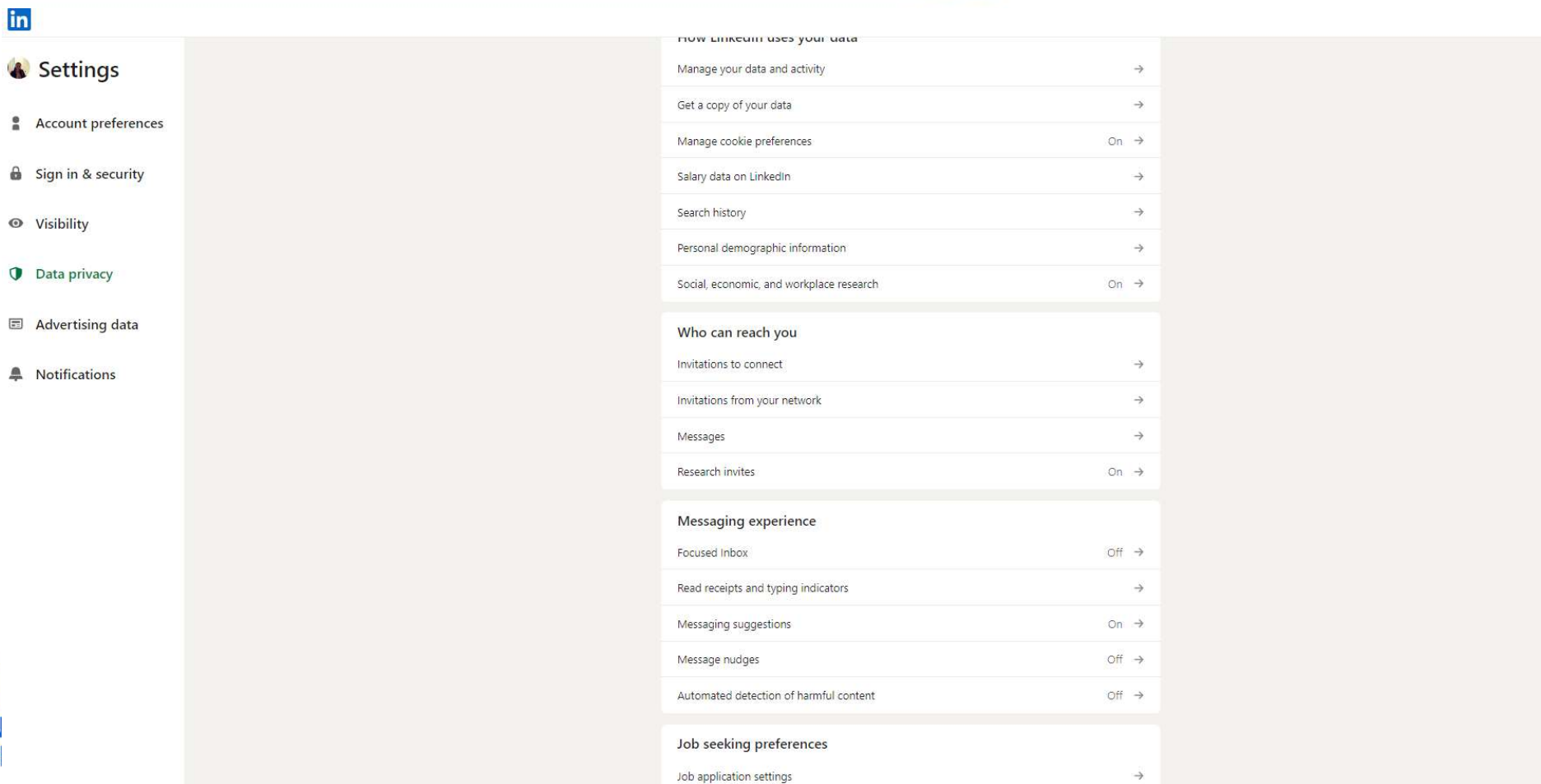
3. Groups



4. Jobs

The screenshot shows the LinkedIn Jobs interface. At the top, a navigation bar contains icons for Home, My Network, Jobs, and Messaging, with the Jobs icon highlighted by a red circle. Below the navigation bar is a search bar with the LinkedIn logo and the text "Search by title, skill, or company". The main content area is divided into two columns. The left column contains a sidebar with options: My jobs, Job alerts, Demonstrate skills, Interview prep, Premium resume insights, Job seeker guidance, and Application settings. At the bottom of this sidebar is a button labeled "Post a free job". The right column features a "Recent job searches" section with a "Clear" button and three search entries: "nurse researcher · 7 new" (Alert On - Belgium), "nurse researcher · 7 new" (Alert On - Belgium), and "researcher healthcare · 15 new" (Belgium). A "Show more" link is located below these entries. Below the "Recent job searches" section is a "Recommended for you" section with the text "Based on your profile and search history". The first recommendation is for a "Clinical Project Leader" at "EyeD Pharma" in "Liège, Wallonia Region, Belgium (On site)".

4. Settings and privacy



The screenshot shows the LinkedIn settings interface. On the left is a navigation menu with the following items: Settings (selected), Account preferences, Sign in & security, Visibility, Data privacy, Advertising data, and Notifications. The main content area is divided into several sections:

- How LinkedIn uses your data:**
 - Manage your data and activity →
 - Get a copy of your data →
 - Manage cookie preferences On →
 - Salary data on LinkedIn →
 - Search history →
 - Personal demographic information →
 - Social, economic, and workplace research On →
- Who can reach you:**
 - Invitations to connect →
 - Invitations from your network →
 - Messages →
 - Research invites On →
- Messaging experience:**
 - Focused Inbox Off →
 - Read receipts and typing indicators →
 - Messaging suggestions On →
 - Message nudges Off →
 - Automated detection of harmful content Off →
- Job seeking preferences:**
 - Job application settings →

Some last advice

1. Each platform = each voice
2. Take time
3. Social media \neq exact science
4. Be yourself
5. Trial and error

Some last advice

1. <https://www.ugent.be/en/careerhub/phdcareerhub/focus/tools/linkedin>
2. <https://www.ugent.be/intranet/nl/op-het-werk/communicatie/zelf-aan-de-slag/sociale-media>

Thank you

University Centre for Nursing and Midwifery
DEPARTMENT OF PUBLIC HEALTH AND
PRIMARY CARE

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Ghent University, Skin Integrity Research Group